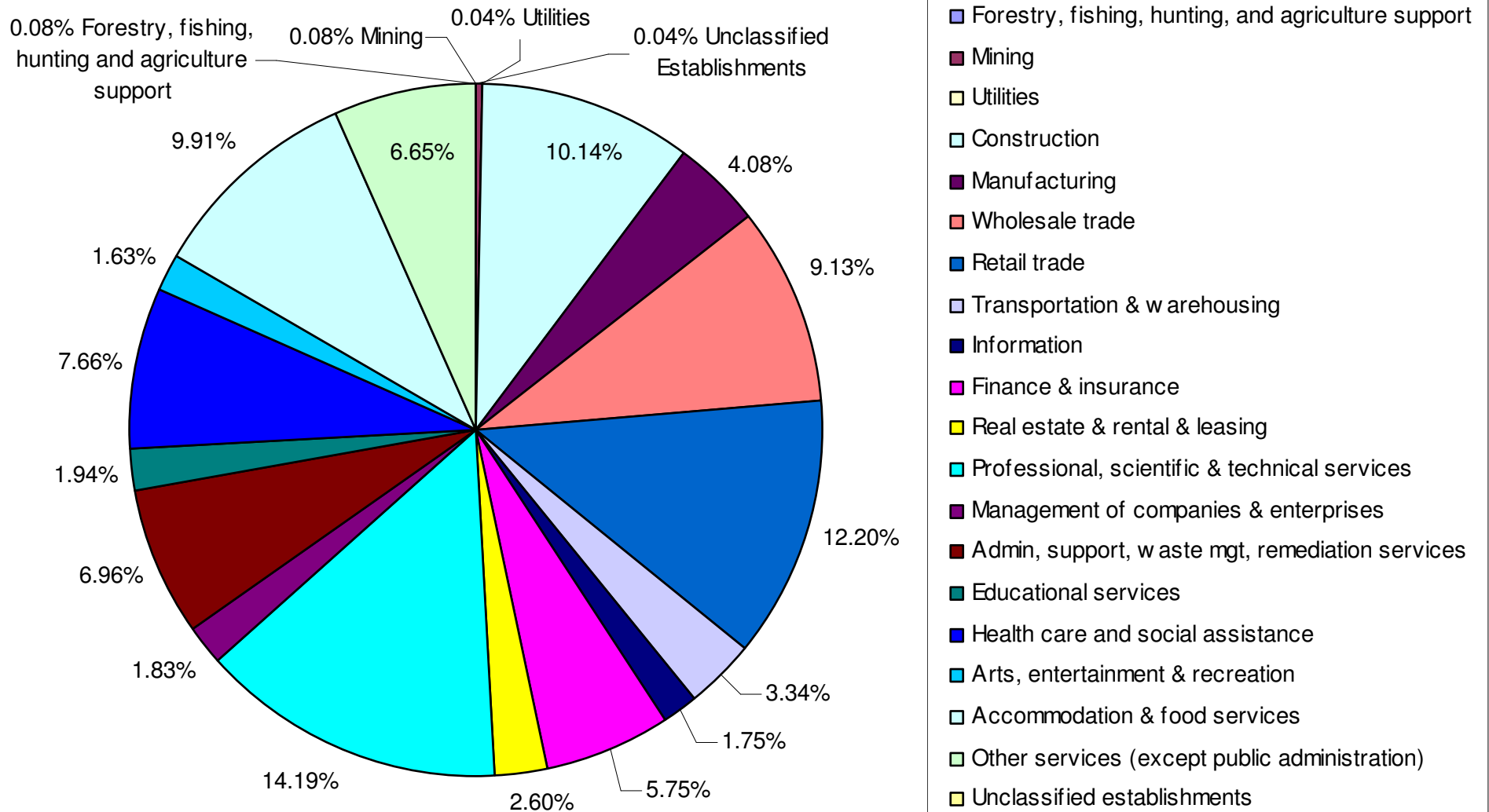


The Business Community Perspective

Environmental

Sustainability Summit

Howard County Businesses by Industry (10 or more employees)



What is a Green Business?

- ▣ Firms that specialize in green services or products:
 - Chesapeake Solar
 - E-Structors (electronics recycling)
 - The Conscious Corner (Roots, Nest, Great Sage, and Bark)
 - Lorax Partnerships
 - Autani Corporation (Energy Efficient automated controls)
 - GreeNewit (Energy Audits)
 - Straughn Environmental Services
 - Efficient Home

- ▣ Firms that run their operations in a very sustainable manner

Steps Businesses Take

- green procurement
- renewable energy purchase
- energy conservation techniques
- reduction in imperviousness
- flexible schedules
- hybrid vehicles

We all benefit from becoming more sustainable

- ▣ Become more successful
- ▣ Identify new opportunities
- ▣ Lower costs

Financial

- ▣ Empower employees
- ▣ Create stronger client bonds
- ▣ Create healthier employees

Stakeholder

- ▣ Reduce waste
- ▣ Become better stewards
- ▣ Do the right thing

Environmental

Chamber of Commerce Sustainability Survey Results

Responses

- **51 Firms**
- 80% had an interest in becoming more sustainable
- 66% had implemented sustainable practices
- 53% had identified an internal champion
- 22% had conducted an energy audit
- 5% had conducted a waste audit

Responses

- 93% recycled
- 79% purchase environmentally sensitive products
- 77% implemented energy management policies
- 56% reduced storm water runoff from buildings
- 54% purchased energy efficient electronics
- 51% have employees that telecommute or flex time
- 46% developed new green products or services

Selected Success Stories

- ▣ Floor products -switched to Green Seal compliant products. Potential reduction to solid waste stream of over 30 tons annually.
- ▣ Offices designed with solar heating and electric, natural cooling, daylighting throughout, and all environmentally friendly materials.
- ▣ We added 250 trees on our property.
- ▣ Created an executive green office and stimulated the growth of other companies who rent space in our building.

Respondent Suggestions to Chamber

- ▣ Greater awareness.
- ▣ Help clients who are searching for businesses supporting sustainability to find us.
- ▣ Education on how to make a difference now by changes in behavior rather than spending money.
- ▣ Partner with an organization(s) that provides energy/waste audits to members at a reduced rate.
- ▣ Information on inexpensive or self-assessment of waste, energy, and environmental sensitivity.
- ▣ A local carbon offsetting program (so money spent on carbon offsets stays in the county).

New Initiatives

- **COC - Recycling Co-op** for local businesses
- **COC - Electricity Co-op** for businesses
- **COC - Green Business Initiative**
- **Economic Development Administration.** To support existing green businesses and grow that business sector in the County.

Speakers

- **Ned Tillman**, Chair, Env. Sustainability Board
- **Josh Feldmark**, Office of Env. Sustainability
- **Liz Bobo**, Maryland House of Delegates
- **Jim Caldwell**, CivicUs - Business Community
- **Ken Roey**, HC Public School System
- **Lynn Coleman**, Howard Community College
- **Maura Rossman**, Health Department
- **Kathy Zimmerman**, HCEDA – Agriculture

- **Ken Ulman**, County Executive